



April 2004

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TRADE NEWS is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in North and South Carolina. It is distributed by email. To correct, add or delete an address, send complete contact information to the Columbia USEAC at the email address or fax # above.

Trade News

Volume 8, Issue 04

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EU Trade Sanctions Against Some US Products - On March 1, the EU began to impose retaliatory trade sanctions on a number of U.S. products. This is a result of the World Trade Organization (WTO) ruling that the Foreign Sales Corporation/Extraterritorial Income (FSC/ETI) provisions of the U.S. Internal Revenue Code constitute a prohibited export subsidy and are in violation of WTO rules. After years of litigation, in May 2003, the WTO Dispute Settlement Body authorized the EU to impose sanctions on \$4.043 billion worth of U.S. exports if the United States fails to comply with the WTO decision. The Administration and Congress continue to work towards repealing the FSC/ETI provisions in order to achieve U.S. compliance with the WTO ruling. Initially, the EU will impose an additional duty of 5 percent on 1,608 U.S. products. The duty will rise automatically by 1 percentage point each month until it reaches a ceiling of 17 percent in March 2005. For additional information and a list of U.S. products that will face sanctions, go to: http://www.export.gov/eu_tsatus.html.

Tips on Inviting Chinese Visitors to the U.S. - The U.S. Commercial Service (CS) at the American Embassy and U.S. Consulates in China are often contacted by representatives of American firms to approve visas for Chinese citizens traveling to the U.S. on business. The visa process is not under CS jurisdiction. It falls under the Non-Immigrant Visa Section. Senior Commercial Officer James Mayfield of the U.S. Consulate in Shanghai recently provided the following information for Americans inviting Chinese business travelers to the U.S.:

- An official of the American firm or organization should **fax a letter to the Non-Immigrant Visa Section** of the appropriate U.S. Embassy or Consulate.
- **The letter should include** the Chinese visitor applicant's name, passport number, date of birth, and the date/length/purpose of the visit.
- The Chinese applicant must **make an appointment** with the Visa Section. There is a four-week waiting list.
- During the Visa process meeting/interview, applicants **must show the documentation** noted above and an official invitation letter from the American firm.
- It is important to know that U.S. visa officials check the extent of an applicant's ties to his/her home country. The applicant should bring proof of any applicable ties, such as a marriage certificate, child's birth certificate, pay stubs, mortgage documents, bank statements, and other documents.
- For more information, **review the U.S. Embassy's website at www.usembassy-china.org.cn/shanghai/visa for the latest detailed information.** The material is provided in English and Chinese.

Costa Rica Customs Regulations Update - Costa Rica recently established a new rule requiring an Official Customs Declaration from the exporting country for imports. Here is a simple way U.S. exporters (to Costa Rica) can conform with this regulation. Under Costa Rican Law 8373, a modification to Law 171 effective March 5, 2004, Costa Rica Customs is requiring an additional document - an official Custom Declaration from Exporter's Country - for items being shipped to Costa Rica. U.S. Customs DOES NOT issue an official customs declaration. The SED is confidential and NOT for the use of foreign governments. There is a provision in the regulation for countries where customs does not offer official export declarations. The provision states that it should be documented on the commercial invoice or elsewhere that no official customs declaration exists for export from the U.S. Companies should not send a copy of their SED, but should simply note in documentation that the U.S. government does not issue any customs export declaration.

Kuwait Visit Visas on Arrivals for Nationals of 30 Countries - The General Department of Passports and Immigration at Kuwait's Ministry of Interior recently sent circulars to all international airlines operating through Kuwait Airport informing them that visit visas to citizens of 30 countries from the Americas, Europe and Asia will be issued upon arrival at the airport or any other point of entry. Citizens of these countries no longer need to get a visa prior to arrival. This procedure is being applied for the first time and is both official and permanent.

IDB Procurement & Projects Workshop - April 15-16, 2004 - The Inter-American Development Bank will host its next "How to Do Business with the IDB" workshop on Thursday and Friday, April 15-16. The workshop will be held at the Bank's Headquarters: 1300 New York Avenue, NW, Washington, D.C. Companies dealing with infrastructure projects, civil engineers, independent consultants, consultants from think tanks and other institutions, companies interested in expanding their markets overseas, and any firm interested in doing business in Latin America and the Caribbean through IDB funded projects will benefit from this program. For additional information or to register, go to: <http://www.iadb.org/biz/registration.cfm?language=English>.

U.S. & Central America Conclude Trade Agreement - On December 17, the U.S. and four Central American nations concluded an historic and comprehensive Free Trade Agreement (CAFTA) that will strip away barriers to trade, eliminate tariffs, open markets, and promote investment, economic growth and opportunity for these countries - El Salvador, Guatemala, Honduras and Nicaragua. Further talks to include Costa Rica are underway. The culmination of a year of intense negotiations, CAFTA fulfills a key U.S. objective of opening markets with free trade partners while continuing to push trade liberalization hemispherically through the Free Trade Area of the Americas (FTAA) and globally in the Doha talks in the WTO.

Note: During April, North and South Carolina companies will have opportunities to learn more about CAFTA and how this agreement can and will impact trade with these countries. **Please check our TRADE CALENDAR on page 3 for information on events planned in Raleigh, NC and Columbia, SC.**



Feature Your Company on U.S. Commercial Service Websites Worldwide - for **FREE!**

Featured **U.S. Exporters** - or **FUSE** - is a directory of U.S. products featured on the websites of U.S. Commercial Service offices around the world. It gives your company an opportunity to target specific country markets in the local language of business. Currently this service is offered **free** of charge to qualified U.S. exporters seeking trade leads or representation in the following markets:

Australia	Austria	Canada	Chile	China
Costa Rica*	Germany	Greece*	Hong Kong	Indonesia
Israel*	Japan*	Korea	New Zealand	Saudi Arabia
Switzerland	Taiwan	Thailand	Ukraine*	United Kingdom
Vietnam*	West Africa*			

*For indicated markets, you may be asked to provide a translation of your product description in the local language of business. Translation by the Commercial Service is available for a nominal fee, but you are not required to use our translation service. Your local USEAC can assist with finding a local translator if necessary.

To request a **free** listing on **any or all** of the above Commercial Service websites, go to: <http://www.buyusa.gov/home/fuse.html> and complete the form one time! Your company information will then be automatically sent to the U.S. Commercial Service offices in the countries you select with a copy to your local USEAC office. It's really that easy! This is an excellent opportunity to publicize your products and services in other markets for **free!**

U.S. Commercial Service in Karachi, Pakistan, Conducting Free Catalog Show - The U.S. Commercial Service office in Karachi, Pakistan will conduct a horizontal (no specific industry theme) catalog show on April 20, 2004. This event will be the fifth in a series of Catalog Shows in Pakistan and is being offered to American companies **free of charge**. If you are interested in participating, please send your catalogs **ASAP** directly to the following address: Mr. Bernard E. Link, US Commercial Service, American Consulate General, Karachi, Pakistan, Unit 62400, APO AE 09814-2400.

U.S. Business Center at Fieldays 2004, Hamilton, New Zealand, June 16-19 - Fieldays is an annual, four-day trade exhibit held in New Zealand's Waikato region focusing on the agriculture, horticulture and floriculture sectors. In its 36th year and the fourth largest event of its type in the world, Fieldays now has in excess of 900 exhibitors and is attended by more than 110,000 visitors. It reaches over 65% of those involved in agriculture in New Zealand. Exhibitors participating in Fieldays generate around US\$70 million in sales during the four days of the exhibition. CS New Zealand will be sponsoring a catalog show for New-to-Market U.S. companies at this year's event. The fee to participate is US\$150. For further information, please contact Janet Coulthart of the CS Wellington office: Janet.Coulthart@mail.doc.gov, or your local USEAC.

Business Cooperation between American and Turkish Small and Medium Size Enterprises, April 5, 2004, Ritz Carlton Hotel in Washington, D.C. - Turkey, with a population of 66 million, is one of the largest nations in Europe and a traditional ally of the United States. The United States is Turkey's second largest trading partner, and the bilateral trade in 2003 was \$6.4 billion. In addition, Turkish firms are actively seeking strategic and joint venture partners to pursue sub-contracts in Iraq. There are significant opportunities for American SMEs to partner with Turkish companies to participate in Iraq's reconstruction. For more information or to register for this event, please visit: <http://www.buyusa.gov/baltimore/atcevent.html>. Information on the 23rd Annual Conference on U.S.-Turkish Relations can be found at <http://www.american-turkish-council.org>.

U.S. Commercial Service in Osaka, Japan, Offers "No Cost" Evaluation for Residential Building Materials Companies - To help U.S. firms in the residential building materials sector take advantage of the booming home renovation and apartment/condominium construction sectors, CS Osaka is offering free market evaluations for these products and services. With the recent ten percent plus decline in the value of the Dollar versus the Yen, U.S.-made building materials and services are more competitive than they have been in years. For more information on this free evaluation, contact your local USEAC.

Check Out These Valuable Resources:

- ✓ **U.S. Customs Compliance Tips Now Online** - U.S. Customs offers important information for U.S. exporters and importers on its website. Go to: www.cbp.gov/xp/cgov/import/communications_to_industry/diduknow.xml and read the article entitled, "Did You Know? Tips for Importers and Exporters" to learn more. Customs' homepage address is: www.cbp.gov. While at the site, check out other important guidelines such as "Prohibited and Restricted Items" (imports to the U.S.) and "What You Must Declare (tips for travelers returning to the U.S.)"
- ✓ **Annual NAFTA Compliance Review** - Exporters and Importers trading under the North American Free Trade Agreement (NAFTA) should conduct an annual NAFTA compliance review. This includes reviewing products for NAFTA-eligibility and sending a letter requesting NAFTA Certificates of Origin for the next year. Go to www.aacb.com/nafta to use the NAFTA Rules of Origin Tutorial.
- ✓ **"Procurement Opportunities Guide: An Entrepreneur's Guide to Selling to Governments and Corporations"** - This guide, developed by MasterCard International, is targeted towards helping small and medium-sized companies market and sell to federal and state governments, contractors/corporations, and foreign governments/international organizations. To request a free copy, email: office.columbia@mail.doc.gov.
- ✓ **Business Etiquette** - Check out <http://www.executiveplanet.com> to learn more about the customs and etiquette in doing business in other countries. The site covers negotiating, business entertaining, gift giving, making appointments, names and titles, and dress code.
- ✓ **World Clock** - To find current times and dates around the world, go to <http://www.timeanddate.com/worldclock/>.
- ✓ **Assess Your International Risk** - Small businesses often do not realize the risks they face when conducting commerce both domestically and abroad. The Small Business Administration, the United States Chamber of Commerce and the American International Group (AIG), publishes a website to help you assess your international risks. Go to: <http://www.assessyourinternationalrisk.org>.

Trade Calendar for North and South Carolina April - May 2004

North Carolina:

April 13:

Central America Free Trade Agreement: This program will provide: 1) essential info./practical insights on CAFTA from trade professionals/market experts and 2) greater knowledge of key business issues, market potential, available resources and best practices for taking advantage of new market opportunities under CAFTA. **Sponsors:** Raleigh USEAC, NCWTA, NCWTC **Location/Time:** Holiday Inn RTP, 4810 Old Page Road, Research Triangle Park, NC; Workshop: 1:00 - 5:00 p.m.; Reception: 5:30 - 6:30 p.m.; Dinner: 6:30 - 8:00 p.m. **Cost:** General Registration - \$89; NCWTA & WTCNC Members - \$69 **Contact:** Debbie Strader, Raleigh USEAC, 919-715-7373, ext. 612, Debbie.Strader@mail.doc.gov or Bill Nordstrom, WTCNC, 919-424-4386, bill.nordstrom@wtcnc.org.

April 14:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London: Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, U.S. SBA **Location/Time:** Appalachian State University, Boone; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, shannon.healey@mail.doc.gov.

April 29:

Get Going with Exporting - Start with a typical export sale scenario and learn how to take advantage of the local, state and federal resources to succeed in international trade. This Trade Education Event will conclude with a tour of the Port of Wilmington, weather permitting. **Sponsors:** N.C. Ports, NCWTA -Cape Fear Chapter, Charleston USEAC, SBA. **Location/Time:** N. C. State Ports Authority, Maritime Bldg Board Room, 2202 Burnett Road, Wilmington. 8:30 a.m. - 5:00 p.m. **Cost:** No cost but pre-registration is required, seating is limited. Lunch and seminar materials are provided. **Contact:** For registration: Kim Neilson, NCWTA-UNCW, (910) 262-8982, krn4034@uncw.edu; Information: Phil Minard, Charleston USEAC, (843) 760-3794, or Dan Holt, SBA, (704) 333-2130.

May 19:

How to Increase Foreign Inbound Tourism - A Live Video Conference with USA Tourism Specialists in London: Learn how to attract more UK tourists to the mountains. **Sponsors:** Charlotte USEAC, SBA **Location/Time:** Western Carolina University, Cullowhee; 9:00 a.m. - 12:00 noon **Cost:** \$10. **Contact:** Shannon Healey, Charlotte USEAC, 704-333-4886, shannon.healey@mail.doc.gov.

South Carolina:

April 14:

Destination Central America: Are You Ready for CAFTA? - This ½ day program will cover 1) doing business in Central America, 2) what you need to know about the CAFTA and its effect on business relationships/economic growth, and 3) enforcement of U.S. international trade agreements. Speakers include: Mitch Larsen, Senior Commercial Officer, U.S. Commercial Service, Guatemala, Mitch Ellis, Trade Compliance Center, USDOC, Washington, DC, and a panel of SC firms doing business in Central America. **Sponsors:** Columbia USEAC, SCDOC and SCDEC **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 12:00 noon - 4:00 p.m. **Cost:** \$25 includes box lunch and handout materials. (Space is limited, early registration encouraged.) **To Register:** Click on <http://www.buyusa.gov/southeast/scarolinaexportcalendar.html>, to download the "CAFTA Workshop Flyer and Registration Form" at the bottom of the page. Registration deadline: Monday, April 12. **Contact:** Jayne Woodward, Columbia USEAC, 803-253-3612, jayne.woodward@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@sccommerce.com.

April 15:

A Conversation on CAFTA - An Informal "Q & A" Breakfast Meeting - Join us for breakfast and an informal discussion on CAFTA and its implications for SC businesses with Mitch Larsen, Senior Commercial Officer, U.S. Commercial Service, Guatemala, and Kevin Ellis, Director of Compliance Staff, Trade Compliance Center, Washington, DC. **Sponsors:** Columbia USEAC, SCDEC, Midlands International Trade Association **Location/Time:** The University Room, Capital City Club, 25th Floor, SouthTrust Building, 1201 Main Street, Columbia, SC; 8:00 a.m. - 9:30 a.m. **Cost:** \$15. **Contact:** Maureen Taylor, MITA, (803) 356-8964 (Reservations must be made no later than 5:00 p.m., April 12.)

April 22:

Finding and Managing International Trade Representatives - This ½ day program will cover 1) locating, targeting and screening representatives, 2) contracts, 3) managing and motivating reps; and 4) severing the rep relationship. Speakers, all members of the S.C. District Export Council, include: Cecilia Shepherd, Compass International, Inc.; Dorette Coetsee, S.C. Export Consortium; David Dubberly, Nexen Pruet Jacobs & Pollard, LLC; Jim Cox, TradeSouth, LLC; David Cloer, International Industries Corp.; Dalhi Myers, Haynesworth Sinkler Boyd; Ann Watts, Columbia U.S. Export Assistance Center; and Clarke Thompson, S.C. Department of Commerce. **Sponsors:** SCDEC and the Columbia USEAC, **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 1:00 - 4:00 p.m. **Contact:** Ann Watts, Columbia USEAC, 803-765-5345, ext. 3, ann.watts@mail.doc.gov. **To Register:** Click on <http://www.buyusa.gov/southeast/scarolinaexportcalendar.html>, and download the "International Trade Representatives Workshop Flyer and Registration Form" documents at the bottom of the page.

May 6:

A Videoconference with Madrid, Spain, and Workshop on CE Marks - **Sponsors:** Columbia USEAC, S.C. Department of Commerce, S.C. District Export Council, S.C. Export Consortium **Location/Time:** SCDOC Presentation Center, 15th Floor, SouthTrust Building, 1201 Main Street, Columbia; 9:00 a.m. - 12:00 noon. **Contact:** Ann Watts, Columbia USEAC, (803) 765-5345 ext. 3, ann.watts@mail.doc.gov; Melissa McLeod, SCDOC, (803) 737-2164, mmcleod@sccommerce.com; or Dorette Coetsee, SCEC, (803) 777-8870, dcoetsee@moore.sc.edu.

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RepCan 2004 - Toronto, Ontario - June 16-17, 2004

In its eighth year of success, RepCan 2004 is a terrific way for U.S. companies to penetrate the Canadian Market or expand their existing sales in the **\$1.4 billion a day** U.S.-Canada trade relationship. Hosted by the American Consulate in Toronto, RepCan 2004 includes two full days of carefully screened one-on-one meetings with qualified Canadian representatives, distributors, and prospective business partners. Cost: \$1,200 (Less a \$200 fee waiver from the S.C. District Export Council for the first five qualified registrants). For more information, contact Denis Csizmadia, Greenville USEAC, 864-271-1976, denis.csizmadia@mail.doc.gov or Amy Thomson, SCDOC, 803-737-0488, athomson@sccommerce.com.

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